



# CTC NEWSLETTER



Career Transition Center  
George P. Shultz National Foreign Affairs Training Center  
U.S. Department of State

## MARCH 2006

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*May you live  
a long life  
Full of gladness  
and health,  
With a pocket  
full of gold  
As the least of  
your wealth.  
May the dreams  
you hold dearest,  
Be those  
which come true,  
The kindness  
you spread,  
Keep returning  
to you.*

*- Irish blessing*

## CRUISING THROUGH RETIREMENT?

A few retirees from U.S. foreign affairs agencies have cleverly found short-term "employment" aboard cruise ships. We contacted some of their employers for more information and the two articles that follow are the result. Both companies are booking agents for cruise ship entertainment and both have provided us with excellent information.



*"Mother, mother ocean,  
I have heard you call  
Wanted to sail upon your waters  
since I was three feet tall"*

*- from "A Pirate Looks at Forty"  
by Jimmy Buffett*

## CRUISE SHIP LECTURING... THE ESSENTIAL GUIDE

- Prepared by Lynda Davey, Vice President, Sixth Star Entertainment & Marketing

*Based in Fort Lauderdale, Florida, Sixth Star Entertainment & Marketing is the largest supplier of enrichment programs in the cruise industry with ten cruise line clients and 60+ ships. Following are excerpts from the company's Manual for Success, which is given to cruise lecturers in advance of their assignments to help prepare them for the fascinating journey ahead.*

*Sixth Star is currently booking Destination and World Affairs speakers on top cruise lines, including Radisson Seven Seas Cruises, Silversea Cruises, Celebrity Cruises, Princess Cruises, Orient Lines, Royal Caribbean Cruise Line, and more. To learn more about lecturing opportunities, or to apply with Sixth Star online, visit [www.sixthstar.com](http://www.sixthstar.com) or call Sixth Star at 954-462-6760.*



### About Being "Enrichment Staff"

All Guest Lecturers booked on short-term cruise assignments fall under the category of Enrichment Staff.

Enrichment Staff are not employees of Sixth Star, or the cruise line, and are not considered "crew members." While Enrichment Staff are included on the passenger manifest and enjoy full passenger status, they are not technically "passengers," as passengers have to pay full price for their cruise.

So, as Enrichment Staff, you're probably wondering, "Where do I fit in?" Good question. Enrichment Staff exist in a bit of a gray area...you're not crew, but not passengers. That said, this gray area is one of the best travel deals afloat. In exchange for sharing your programs several times throughout the voyage, you will enjoy a cruise for two and all the on-board food, entertainment and activities for a small fraction of the cost that passengers pay. However, please note that due to this unique role, it's important that full-fare passengers always "come first" around the ship.

Although you are part of the ship's entertainment department, Enrichment Staff are especially fortunate because this position has more privileges than almost every other crew position on board. Enrichment Staff are berthed in passenger accommodations and are able to enjoy all of the amenities reserved for guests, with the exception of gambling on most lines.



### Becoming Part of the Cruise Team

It is important to note that you will not be an "island" in your role aboard ship. You will be an integral part of the ship's Entertainment Department during your time onboard. Each and every member of the department – whether they are a full-time staffer or a temporary guest expert such as yourself – plays a key role in the overall success of the cruise.

### Scheduling

Typically, enrichment lectures take place on days the ship is at sea.

Enrichment programs are generally not scheduled during port calls because passengers choose to spend these days on tours exploring the sights ashore. This allows you ample time to explore those sights as well. Please note that if your cruise features a block of several port days in a row, there is a possibility that you may be called upon by the Cruise Director to conduct a program on a port day afternoon prior to the ship's departure.



### Presentation Time

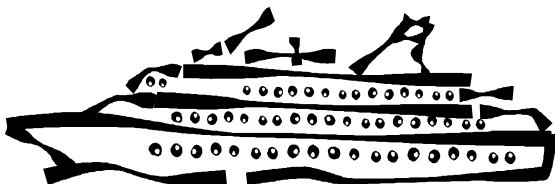
**\* Number of presentations** – As a general rule, enrichment speakers deliver three to four presentations per week – one on each day the ship is at sea. For example, a seven-day voyage usually has about three full sea days. Therefore, you would be asked to give three original presentations during the cruise and have a fourth ready to go if needed. In addition to these presentations, your main responsibility is to be sociable with passen-

gers and to enrich their cruise experience. One special way to share your expertise in a social setting is for destination experts to position themselves outside on deck during scenic cruising, sharing knowledge with passengers.

**\* Timing** – Guest speakers should offer presentations that are approximately 35 to 40 minutes in length, with 10 - 15 minutes at the end for questions and answers.

**\* Technical Capabilities** – For the most part, cruise ships have all of the modern technical equipment needed to present a multi-media lecture. This includes LCD projectors for PowerPoint, DVD, VHS, lavalier mics, podium, etc. Your Sixth Star account manager will send your technical needs to the cruise line prior to your voyage, but it's always wise to go over your requirements with the Cruise Director or a member of his/her staff after boarding the vessel. A member of the ship's technical staff will set everything up for you before each presentation.

**\* Presentation Venue** – Shipboard lectures normally take place in a mini-auditorium, a theater setting or one of the vessel's bars or lounges which holds around 150-200 guests. If the audience becomes too large for the venue, the Cruise Director may move the lecturer into a show lounge to accommodate more guests. A stage may be located at the front of the room for maximum exposure.



## Being Successful



“Success” in the world of cruise line entertainment and enrichment is usually defined by a number – a score compiled from passenger questionnaires that are distributed by the cruise line towards the end of each and every sailing. Your name and position may be included in this questionnaire, and passengers will rate you as excellent, good, fair or poor. We also receive important feedback from Cruise Directors regarding your professionalism, preparedness, cooperation and attitude. As cruise lines strive for excellence in passenger satisfaction, only those who receive a top score and excellent feedback will be allowed to return for future engagements.

## The Power of “Edu-tainment”

One thing to always keep in mind as you prepare for your assignment as a ship-board presenter is that your audience is on VACATION. While there are a growing number of passengers who want to be enriched during their cruise, you will lose them if you are unprepared to “wow” them on stage. Presentations that are unprofessional, dry and overly academic are sure to fail.

At Sixth Star, we preach the power of “Edu-tainment.” The most successful cruise ship speakers and presenters – the ones that consistently receive high ratings and are always welcome to return – deliver presentations that are both educating AND entertaining. Guests on a cruise ship are looking for a unique and dynamic experience that will enrich their lives.

*"I was feelin' the blues  
I was watching the news  
When this fella came on the tv  
He said I'm telling you  
That science has proven  
That heartaches are  
healed by the sea"*

- From  
"Two Pina Coladas"  
by Garth Brooks



## LECTURING ON CRUISE SHIPS

- Submitted by Tim Castle & Associates

Many cruise ships, especially those operated by the luxury lines, offer enrichment lectures as part of their daytime activities. Presented by professionals, academics, and other experts who are also gifted speakers, the lectures cover cruise destinations, world affairs, the media, and a wide variety of other topics of interest to a general audience.

### The Agreement with the Cruise Line

In return for their lecture presentations, speakers receive a free cruise, together with other considerations that vary from line to line. For example, in exchange for a series of different 40-minute lectures, calculated at two per week, Crystal Cruises offers:

- Accommodation for the lecturer and a companion in a deluxe outside stateroom.
- All meals and entertainment while on

board.

- A 50% discount on bar and wine purchases (applicable up to \$75 per item).
- If a lecturer is taking two or more sequential cruises: round-trip economy air and airport/ship/airport transfers for the lecturer only.

### Booking with Tim Castle & Associates

Most cruise lecturers secure their bookings through specialized agencies, which generally charge the lecturer a booking fee of \$50 - \$100 per cruise day (which covers both the lecturer and a companion).

Tim Castle & Associates provides lecturers for most sailings of Crystal Cruises and Holland America Line and, on a more limited basis, for Cunard Line and Seabourn Cruise Line.

Crystal Cruises, which for ten years has been rated the best large-ship cruise line by the readers of *Condé Nast Traveler* and *Travel + Leisure*, owns two luxury vessels: the 50,000-ton, 940-guest *Crystal Symphony* and the 68,000-ton, 1,080-guest *Crystal Serenity*.

Cunard Line owns "The Most Famous Ocean Liners in the World" – the legendary 70,300-ton, 1,790-passenger *Queen Elizabeth 2 (QE2)* and the new 151,400-ton, 2,620-passenger *Queen Mary 2 (QM2)*.

Holland America Line, which celebrated its 130<sup>th</sup> anniversary in 2003, offers a variety of worldwide itineraries aboard its 13-ship fleet.



Promising "Intimate Ships. Uncompromising Luxury", Seabourn Cruise Line owns three identical, award-winning yachts: *Seabourn Pride*, *Seabourn Spirit*, and *Seabourn Legend*, each of 10,000 tons with a capacity of just 208 guests.

We charge lecturers a booking fee of \$50 per cruise day, which covers both the lecturer and a companion. The brochure fares for paying guests in similar cabins average \$500 per day per person and range from about \$200 to \$875.



### **What Makes a Successful Cruise Lecturer?**

The cruise lines have identified a number of key success factors for lecturers:

Lectures should be serious, but not heavy: guests do not want to be lectured to, but they do want to be informed. The emphasis is on what might best be called infotainment rather than education, on telling an interesting story rather than delivering dry facts.

Your lecture topics should be easily followed by a general audience. Guests on luxury cruises are usually highly educated, but no special subject knowledge should be assumed.

Most lectures will be enhanced by the use of visuals. PowerPoint, DVD, and other digital media are highly effective components of a good presentation. Your presentations should appear extemporaneous and be enthusiastic, without reliance on a text or detailed notes. Involving the audience, through occa-

sional Q&As or other mechanisms, is an excellent tool for success.

A ship is a very social environment, and guests especially like to meet the people who are there to enrich their cruise experience. Therefore, it's important that you and your companion enjoy being approachable and sociable.

Most cruise lines have a questionnaire rating system. Lecturers who do not receive a specified minimum grade from the guests will not be invited back.

### **Ready to Set Sail?**

If you would like to lecture aboard a cruise, please send us the following items.

By email:

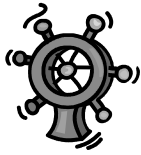
- A brief biography of about 150 words, written for a non-specialist reader.
- A summary of topics and/or destinations that you can present effectively. Sample titles are also welcome: a major means of attracting and retaining attendees, they should not be overly dry or academic.

By regular mail:

- A video (standard ½-inch VHS) or DVD of you giving a presentation of general interest to a live audience. A full lecture is preferred; otherwise a five- to ten-minute segment. Alternatively, please direct me to a web site where I can download a lecture on video.

Not everyone will be selected, and in some cases there may be delays in responding due to the requirements of matching candidates with specific cruises.

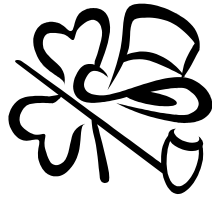
We provide attentive, individualized service, and look forward to hearing from you.



Tim Castle  
255 East 49<sup>th</sup> Street, 8F  
New York, NY 10017-1530  
Tel: (212) 832-9617  
Email: trac@nyc.rr.com

*"I am a great believer in luck, and I find the harder I work the more I have of it."*

*- Thomas Jefferson,  
American statesman*



## EDITOR'S NOTES

I recently sent a request to our clients who are veterans of the job search and the transition into the Real World:



*A request we hear frequently from JSP participants is for testimony from JSP Graduates who have moved (escaped?) away from the Washington, DC metro area and found jobs ..... The question we are posing to you Grads out there in the United States is:*

*What 5 gems of sage advice for job search success would you offer to March [Job Search Program] participants who will be searching for jobs outside of the DC area?*

*Give us the real skinny, folks! Share your hard-earned wisdom in constructive recommendations. The next generation needs your help!*

We received some great responses and are hoping for more. Here are a few:

1. My advice/experience (based on 6 years of post-retirement experience in [state] and [state]):

- Find a "franchise" (mine began as a volunteer "diplomatic associate" at the Center for Afghanistan Studies at the University of [state] at [city] -- after serving six months as the State Department representative in northern Afghanistan as a WAE);
- Join foreign affairs, international trade organizations, chambers of commerce in order to "network".
- Volunteer as a lecturer at colleges and universities, which might lead to some teaching assignments that pay very little;
- Establish contacts with diaspora organizations;
- Don't expect to make any "real money," hoping only to cover expenses -- at least for the first five years or so as a "consultant".
- Don't be surprised when you are reminded that you have retired on a "fat federal pension," and therefore are expected not to expect getting paid for your services.

*"Good luck is another name for tenacity of purpose."*



*- Ralph Waldo Emerson, American writer*

2. I suggest that your graduates don't actively look for a job. Simply go to your place of worship, join a gardening club, join the Rotary Club or the Civitan Club.

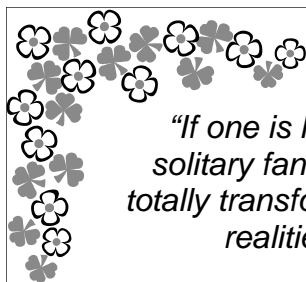
I joined the local Military Officers Association and I meet key officials in the community every week who are seeking someone with international experience.

I became a Master Gardener and now volunteer at the local Extension Service Office and write a column in the local paper [on] when to plant flowers and crops. I volunteered to work in Guest Services at our local Minor League Baseball Team.... This is so much fun because I get to attend any or all of the baseball games and provide assistance to our guests. They even pay me for doing this job. I met the Governor, the Mayor, the heads of all the major corporations in [state] (Toyota, Honda, Hyundai, BMW, [state] Power, TVA, etc).

We've become members of the local ... Shakespeare Festival and have become active with the theater (this week we met Hailey Mills in person).

I've had several job offers but the problem isn't whether to take a job, it's whether to give up retirement to work at something that wouldn't be nearly as much fun.

I think the advice you provided us was best. Initially, take the time to make the transition from being a State Department employee to being the new you (whoever you plan to be).



*"If one is lucky, a solitary fantasy can totally transform one million realities."*

*- Maya Angelou, American writer*

*"Diligence is the mother of good luck."*

*- Benjamin Franklin,  
American diplomat*

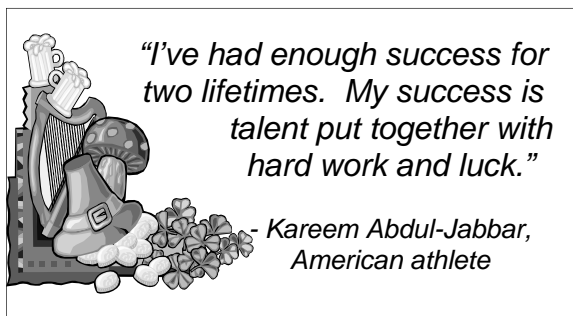


### 3. Top 5 best recommendations:

- Stay open to wide range of possibilities and interests.
- Try a variety of jobs that might be based on previous hobbies or interests --if you like golf, volunteer to serve at a tournament, if you like gardening--volunteer for a show to help out. You never know what that can lead to. Volunteer at your civic league--the possibilities are endless. And rewarding..
- ... if you do find something that you think would be really great, try to target your resume that emphasizes what they are looking for. ...
- Take some time to relax after retiring. I didn't -- I took a long 6 month contract the day after I retired and came home from overseas exhausted.
- While I loved the work overseas, I never really retired--only now (12 months later) have I had the time to get into civic league stuff with the community and taking up some hobbies that I always wanted to do. I have taken up short term DOD work, (it pays for my hobbies!). I like it much better than full time because it gives me the freedom to pick and choose what I want to do and when. I don't feel tied down and they pay pretty well too! ...
- Take care of your health. Eat right, laugh, be kind to others, and try to get a little exercise in!

#### 4. My Top Five Tips:

- Before retiring I had made contacts and arranged to teach a graduate level university course in International Engineering and Construction, which was my specialty prior to retirement. This just added additional credibility to my extensive experience.
- If you can afford it, do only what you like. If you can not afford it, still do only what you like and you will be more successful than "slaving" at something you dislike.
- "Jump off the Stump" and into the swamp: By this I mean, do not be afraid of getting off the stump (solid ground) and into the murky water (unknown). If you love what you are doing, you WILL be successful.
- Persevere! With each attempt comes lessons learned, from both failure and success. Remember the successes, learn from the mistakes and then forget them. The successes will then increase exponentially with time.
- Enjoy the rest of your life and it begins this very moment.



5. I have only one gem for those who really want to get away from the USG for after retirement employment, which is what I wanted. Right after my retirement, I packed up, sold all my northern

VA property and moved to [state]. I knew no one down here, but being in the Foreign Service, moving wasn't something new to me. I looked at it as just another rotation assignment, packed and drove off, leaving all the temptations to go in the back door as a PSC or any other position which gets funding from the USG.

Am I happy? You bet I am. I have a small stake in a [business], no responsibility and no authority. What more can a retiree ask for? So, my gem is to move away from the temptation and don't look back.

As we receive more tips, we will share them with you. Even you veterans out there may find them interesting and useful!

*"Luck affects everything;  
let your hook always be  
cast. In the stream  
where you least expect it,  
there will be fish."*

- Ovid, Roman poet



## JOB LEADS

### Serving On A Board



Clients occasionally ask us how to make themselves candidates for corporate board directorships. Here are some suggestions, but we would really like to hear from any of you who are serving on non-profit or private sector boards. Please send us an e-mail with your story. How were you identified? Where you trained? By whom? How do you like it? What advice do you have for others?



## 1. National Association of Corporate Directors

- [www.nacdonline.org/cdinstitute](http://www.nacdonline.org/cdinstitute)
- DC-based
- 202-775-0509

Offers a two day training class called Director Professionalism for the cost of \$1,900 in San Francisco, Chicago and DC in 2006: "A full-blown exploration of the duties, responsibilities, and leading practices of directorship ..... Essential for new and prospective directors."



## 2. On Board Boot Camp

- No website currently
- 212-987-6070
- To request a brochure, email Jessica Crowell at [partcom@verizon.net](mailto:partcom@verizon.net)

Offers 2 day seminars in NYC for the cost of \$1,500 plus travel expenses. The seminar (recommended by a former Ambassador) is designed to benefit those who:

- are already on a nonprofit or small company board and would like to be
- selected by a larger company;
- are about to become a board member;
- would like to be selected for a board;
- would like to establish an action plan for getting on board in the future.



## 3. Other suggestions:

- Check lists of Directors for various companies to determine their back-

ground AND to see if you know anyone. For example, [Nedra] did a Google search of "Corporate Directors, Foreign Service" and found some former FSOs on Boards. If you do know someone, do an information interview lunch to get advice, information, referrals and support (AIRS, remember?).

- Ask around - find out which headhunters in your area conduct searches for corporate Directors and how to contact them.
- In DC there is training available for nonprofit boards through the organization Greater DC Cares. The Board Leadership Program trains and then matches business executives with nonprofit board leadership opportunities. Take that class, then serve on a nonprofit board to get some experience and try to move on to the private sector. The class is tuition-based, as most participants are sponsored by their employers, but you might be able to talk yourself into the class with reduced or no tuition. If you are not in the DC area, there may be such opportunities in larger cities through the US. Check it out. [www.dc-cares.org/businesses/non%5Fprofit%5Fboards/](http://www.dc-cares.org/businesses/non%5Fprofit%5Fboards/)
- New companies who haven't yet made their mark might be good prospects.
- BoardNet - [www.boardnetUSA.org](http://www.boardnetUSA.org) or ([www.boardcafe.org](http://www.boardcafe.org))
  - \* A website which helps connect nonprofit boards and individuals hoping to serve on one.
  - \* Managed by The Volunteer Consulting Group, a nonprofit organization.
  - \* List your resume for free.

- \* Offers free e-mail newsletter  
"Board Café"

Remember that not all of us are competitive for large corporate boards. One must have a solid understanding of business operations, including profit making; evidence of strong management skills; and a wide network, (sometimes global) visibility/recognition and a rock-solid reputation.

*"Luck is the  
residue of  
design."*

- John Milton,  
British writer



*"I think people who  
are creative are the  
luckiest people on  
earth. I know that  
there are no short-  
cuts, but you must  
keep your faith in  
something greater  
than you, and keep  
doing what you love."*



- Judy Collins, American singer

## ATTENTION JSP GRADS!

### Job Fair

The next CTC Job Fair will be held on  
March 28, 2006 from 1 to 4 pm in the FSI  
Field House.



## CTC NEWSLETTER

FSI/TC/CTC

U.S. Department of State

Washington, D.C.

20522-4201

Editor: Amy Pitts

Telephone: 703-302-7412

Facsimile: 703-302-7416

E-mail: [pittsa@state.gov](mailto:pittsa@state.gov)

Website: [www.state.gov/m/fsi/tc](http://www.state.gov/m/fsi/tc)